

# Conrad Operating Technology Marketplace for Business Customers

Conrad Electronic, a family company based in Hirschau, Germany, has rolled out a marketplace solution to strategically develop its B2B activities.



Conrad Electronic, a family company based in Bavaria, Germany, has been known for electronics and technology throughout Europe since 1923. Conrad currently offers over 1.2 million items for business customers on its marketplace, conrad.biz, and around 750,000 items for B2C customers in its online shop, conrad.de. The company has 16 million business and end customers, and welcomes over 14 million visitors to its stores each year, making it one of the leading omnichannel technology retailers today.

- Europe-wide presence with **17 national subsidiaries**
- Over **20 stores** in Germany
- Over **1,200,000 technology and electronics products** (as of April 2018)
- Cutting-edge logistics center dispatching an average of **40,000 packages each day** to over **150 countries**

## Strategic further development of B2B activities

In addition to its network of stores, Conrad has always served as a strong and innovative partner for business customers, thanks to its online shop, 24-hour standard delivery proposition, e-procurement solutions, field sales team, and comprehensive product services. Leading companies in every industry rely on Conrad's quality and service. Conrad introduced a B2B marketplace platform so

it could offer its business customers an even more professional service, with a larger selection of products, and easy access to all of the sellers and products relevant to their business. This platform is the first B2B marketplace for technology and electronics in Germany. The company is thereby addressing technically oriented partners who can tap into new customers and markets through the Conrad

Marketplace. Conrad currently offers over 1,200,000 products on its marketplace, conrad.biz, and the assortment is continually growing. By introducing its new marketplace solution, the electronics retailer aims to increase this number to ten million by the end of 2020, thereby allowing marketplace users to benefit from an even broader product portfolio.

## Mirakl solution comes out on top

After a detailed evaluation of several solutions Conrad decided to use the Mirakl Marketplace solution. "The main factors behind our decision were the broad range of functions offered by the solution as well as Mirakl's long-standing success in quickly setting-up different marketplaces, including many marketplaces for French retailers," explains Aleš Drábek, Chief Disruption & Digital Officer (CDDO) at Conrad. Mirakl offers both B2C and B2B marketplace solutions. The B2B version used by Conrad covers

many relevant B2B requirements. This solution can also be used to implement specific regional requirements, such as payment by invoice, which is standard for the German market. Thanks to the close cooperation between Conrad and Mirakl, the integration of the new marketplace was completed in an extremely short time span. The implementation of the platform took only nine months, from planning to go-live. Conrad used the agile scrum method, meaning that each individual task was fixed and

implemented following a successful test phase. In May 2017, the company gave the green light for the beta version. As a first step, the Conrad Marketplace was rolled out on the German website, conrad.biz. Conrad is now integrating other countries one by one— and Austria is up next. Within the first few weeks following the launch, Conrad was able to gain a large number of new sellers.

## First German B2B marketplace for technology and electronics

Opening an online marketplace is part of the company's strategy, which aims to offer customers a cross-channel shopping experience. Thanks to the Conrad Marketplace, the distributor is able to increase its product assortment and offer new product categories without having to invest in storage and logistics. The newly implemented, innovative solution

includes numerous advantages for Conrad's customers: They benefit from a one-stop shopping experience, the option of comparing offers, and the platform's high degree of usability and security. Being able to log in with a single account – anywhere and anytime – also allows easy access to the entire assortment offered by all marketplace sellers.

Prestigious brands and sellers from all over Europe are connected on the Conrad Marketplace. All sellers on the Conrad Marketplace are carefully selected by Conrad and must be certified according to DIN ISO:9001, the established quality assurance standard. This gives customers the security of purchasing only tested quality and original products.



Aleš Drábek  
Chief Disruption & Digital Officer (CDDO)  
CONRAD

« We were impressed by the expertise that Mirakl's team had to offer from the very beginning. Mirakl provided us with professional, end-to-end support for all business-relevant topics in the marketplace environment, such as selecting a suitable payment provider that enables customers to pay by invoice. The marketplace solution meets both the high requirements of the sellers and the increasing expectations of Conrad's customers with regards to shopping experience and service quality. »

### Conrad's marketplace features

- Selected, reputable brands and sellers
- Quick and easy access to relevant sellers and products
- Data consistency thanks to standardized seller information
- One-stop shopping

### Conrad's marketplace results

- Expansion of product assortment by 500,000 products in just a few months
- More than 1.2 million listed products (as of April 2018)
- Average of 600,000 visits to conrad.biz each month
- Enhanced customer satisfaction due to expanded product selection

Mirakl powers your platform business strategy by allowing you to quickly launch an online marketplace. Marketplaces allow companies to easily add products and services by connecting third-party sellers and service providers.



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